

Calendar of Health Events

Promote the *Live Like Your Life Depends On It* campaign by incorporating campaign materials into monthly health theme activities.

October

National Breast Cancer Awareness Month

National Breast Cancer Awareness Month can be used to educate women about the importance of early detection. Early detection is critical in the battle against breast cancer. Excluding all cancers of the skin, breast cancer is the most common cancer among women in Missouri and accounts for nearly one-third of all cancers diagnosed in women. Women age 40 and older should have a mammogram every year and should continue to do so for as long as they are in good health. Women age 65 and older are less likely to get mammograms than younger women, even though breast cancer risk increases with age. Hispanic women have fewer mammograms than White and African American women. Women below poverty level are less likely than women at higher incomes to have had a mammogram within the past two years. Free breast and cervical cancer screenings are available to qualifying women through the Show Me Healthy Women program. For more information, visit the Show Me Healthy Women web site at <http://www.dhss.mo.gov/BreastCervCancer/Eligibility.html>.



Suggested Activities:

- Schedule a local health care provider to give a breast cancer awareness presentation at a local library, church group, or women's club. Use the *Live Like Your Life Depends On It* Breast Cancer message card or poster to promote the event. Distribute the *Live Like Your Life Depends On It* Screening Card at the presentation to promote other important health screenings for women.
- Encourage mammograms among the elderly by distributing the *Live Like Your Life Depends On It* Breast Cancer message card or posting the Breast Cancer poster at senior centers. Remind them that Medicare covers mammograms once every 12 months for all women with Medicare age 40 and older. More information on Medicare's coverage of mammograms can be found at <http://www.medicare.gov/Publications/Pubs/pdf/11100.pdf>.
- Solicit licensed cosmetologists and beauty professionals to promote breast cancer awareness by distributing the *Live Like Your Life Depends On It* Breast Cancer message card to clients or posting the Breast Cancer poster in their salons. Encourage them to share information regarding free breast and cervical cancer screening available through Missouri's Show Me Healthy Women program. More information on Missouri's Show Me Healthy Women program can be found at <http://www.dhss.mo.gov/BreastCervCancer/Eligibility.html>.

- Ask the local newspaper to promote Breast Cancer Awareness Month by publishing the *Live Like Your Life Depends On It* Breast Cancer ad or an article relating to breast cancer. Include information on free breast and cervical cancer screening available through Missouri's Show Me Healthy Women program or Medicare. More information on Missouri's Show Me Healthy Women program can be found at <http://www.dhss.mo.gov/BreastCervCancer/Eligibility.html>. More information on Medicare's coverage of mammograms can be found at <http://www.medicare.gov/Publications/Pubs/pdf/11100.pdf>.

To access resources from the *Live Like Your Life Depends On It* Campaign ([click here](#))

| For more information on National Breast Cancer Awareness Month | For more information on Breast Cancer and Free Screening | | | | | | | | |
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| <p>National Breast Cancer Awareness Month Organization 109 Denson Dr. Austin, TX 78752-4148 www.nbcam.org</p> <p>American Cancer Society www.cancer.org/docroot/CRI/CRI_2_5x.asp?dt=5</p> <p>Local Offices:</p> <table border="0"> <tr> <td>Cape Girardeau 106 Farrar Drive, Suite 104 Cape Girardeau, MO 63701 573-334-9197 573-334-5115 Fax</td><td>Joplin 2700 McClelland Blvd. Bldg. A, Suite 110 Joplin, MO 64804 417-627-7500 417-782-2348 Fax</td></tr> <tr> <td>Columbia 1900 N. Providence Rd., Suite 105 Columbia, MO 65202 573-443-1496 573-442-9955 Fax</td><td>Sikeston 201 N. New Madrid Sikeston, MO 63801 573-471-1823 573-471-1372 Fax</td></tr> <tr> <td>Hannibal 2910 St. Mary's, Suite 1 Hannibal, MO 63401 573-221-4660 573-221-3326 Fax</td><td>Springfield 3322 S. Campbell Ave. Suite P Springfield, MO 65807 417-881-4668 417-881-7955 Fax</td></tr> <tr> <td>Jefferson City 2413 Hyde Park Rd. Jefferson City, MO 65109 573-635-4821 573-635-7821 Fax</td><td>St. Louis 4207 Lindell Blvd. St. Louis, MO 63108 314-286-8100 314-286-8160 Fax</td></tr> </table> | Cape Girardeau 106 Farrar Drive, Suite 104 Cape Girardeau, MO 63701 573-334-9197 573-334-5115 Fax | Joplin 2700 McClelland Blvd. Bldg. A, Suite 110 Joplin, MO 64804 417-627-7500 417-782-2348 Fax | Columbia 1900 N. Providence Rd., Suite 105 Columbia, MO 65202 573-443-1496 573-442-9955 Fax | Sikeston 201 N. New Madrid Sikeston, MO 63801 573-471-1823 573-471-1372 Fax | Hannibal 2910 St. Mary's, Suite 1 Hannibal, MO 63401 573-221-4660 573-221-3326 Fax | Springfield 3322 S. Campbell Ave. Suite P Springfield, MO 65807 417-881-4668 417-881-7955 Fax | Jefferson City 2413 Hyde Park Rd. Jefferson City, MO 65109 573-635-4821 573-635-7821 Fax | St. Louis 4207 Lindell Blvd. St. Louis, MO 63108 314-286-8100 314-286-8160 Fax | <p>Bureau of Cancer and Chronic Disease Control Show Me Healthy Women Program Missouri Department of Health and Senior Services P.O. Box 570 Jefferson City, MO 65102-0570 573-522-2845 573-522-2899 Fax www.dhss.mo.gov/BreastCervCancer/</p> |
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Health observances were obtained from the National Health Information Center's National Health Observances at <http://www.healthfinder.gov/nho/>.